

Lighting it up with Success; Wayne Manufacturer is Named SBA 2004 NJ Small Business Person of the Year

Jack A. Panzarella, CEO and founder of Street Glow, Inc., a Wayne-based manufacturer and distributor of performance lighting products, primarily neon, with applications in the automotive and mobile electronics industries, has been named the U.S. Small Business Administration's (SBA) New Jersey 2004 Small Business Persons of the Year, it was announced today.

For Panzarella, the idea of Street Glow, Inc. came to him while he was working as an auto repossession man in Florida. While replacing an unprotected neon light bulb that he accidentally broke on the underside of a show automobile he was sent to repossess, Panzarella came up with the concept to develop a protective sleeve for the neon light bulb.

In 1991, Panzarella turned that idea into a multi-million dollar business when he came up with the concept for an under car lighting kit in the basement of his home. The key to the design is a protective sleeve made of Lexan™. Panzarella came up with the idea of encasing the bulb in the sleeve to protect it from the weather and most road hazards.

In making the announcement, at Street Glow, Inc., SBA New Jersey District Director James A. Kocsi, said that Panzarella was selected for the award based on a criteria that includes: Staying Power (a substantial history of an established business); Growth in Number of Employees; Increase in Sales; Financial Strength of the Company;



Jack A. Panzarella, CEO and Founder of Street Glow, Inc., a Wayne-based company, that is the leading manufacturer of Auto-Neon® and performance lighting products in the automotive aftermarket industry, receives his **2004 SBA New Jersey Small Business Person of the Year Award** from SBA Regional Administrator Michael Pappas (left) and SBA NJ District Director James Kocsi (right).

Innovativeness of Product or Service Offered; Response to Adversity and Contributions to Aid Community Oriented Projects.

According to Kocsi, Panzarella was nominated for the award by John J. Bailey of Bailey Financial Consulting, Inc. of Wayne.

Today, Street Glow markets its products through a worldwide network of distributors, dealers, mass marketers, and retail chain stores.

The company's products are used extensively in the automotive, truck RV, Jet Ski, snowmobile, boating and motorcycle segments. Applications include undercarriage and wheel well lighting kits, license plate frames, interior neon accent tubes, strobe

lights, black lights and lighting tubes. In 1999, inroads were made in the personal recreation of an in-line skate application.

In 2000, the company received a \$1 million SBA guaranteed loan from PNC Bank to help purchase a 20,000 square foot office warehouse facility in Wayne and to help expand the company's product line. In February of 2003, Panzarella paid the loan in full.

Today the company employs 58 people and has annual sales in excess of \$20 million. Over the last four years, Street Glow has been listed in the Inc. 500. Last year the company was ranked 234.

"Jack Panzarella epitomizes the American Dream," said Kocsi. "It's gratifying to see companies like Street Glow, Inc. contribute to the local economy, by creating 58 jobs and developing innovative products that are used in the automotive aftermarket."

"As one of the 23 million small business owners in this country, this award is a reflection of the hard work and passion Jack Panzarella demonstrated on his way to building a multi-million dollar company," said Kocsi.

As part of SBA's National Small Business Week festivities (May 16th – May 22nd), Panzarella will be honored in Orlando, Florida by SBA Administrator Hector V. Barreto, where they will compete with 49 other state winners for the title of SBA National Small Business Person of the Year.